

Rainbow Breakfast Pinzimonio Style

Florette



Veggie & Fruit Rainbow in Sticks with Yogurt Cream and Nutrients-Packed Granola



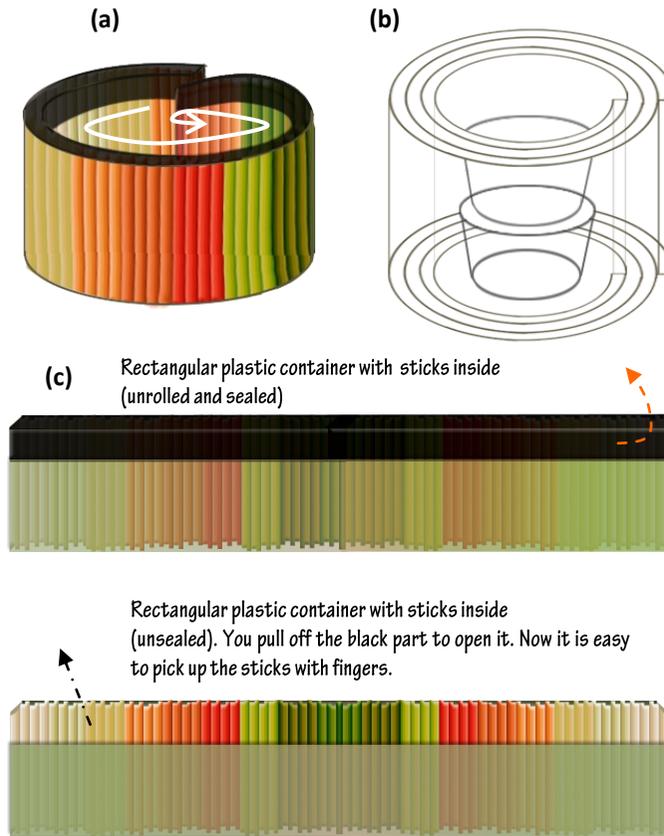
concept

Turn your breakfast into a tasty, healthy rainbow! Veggies & fruit cut into sticks, to be dipped into a fluffy yogurt&ricotta cream and then into a very special granola: a mix of some of the most nutritious and tasty seeds, super-fruits and dried fruits! Build your finger-food using the different types of veggie and fruit inside the pack. Delicious and easy to eat, each bite is a new experience due to the different consistency and taste of the sticks. The new concept of breakfast is colorful, healthy, fresh, surprising and so tasty! A balanced breakfast as well, with all the nutrients you need to kick-start the day: calcium and milk enzymes from the cream, vitamins and fibers from veggie&fruit and the super-power of the granola, rich in energy, antioxidants and good fats. A pinzimonio-style breakfast, which is a journey through colors, textures and flavors.



packaging

Let the innovative packaging wow your consumers! To display the wide range of different colorful veggie&fruit sticks, you need some length. This innovative packaging is a container made of foldable plastic (with the sticks inside) that is rolled onto itself, forming a spiral (a,b). Once you remove the cap, you can unroll it on a plain surface, and the complete rainbow appears!(c) This ingenious packaging also allows you to place the bowls with the cream and the granola in the empty space at the center of the spiral, optimizing the space (b) The result is a compact packaging, easy to transport and store. See how to eat for more details.



transparent part to see inside

label

composition

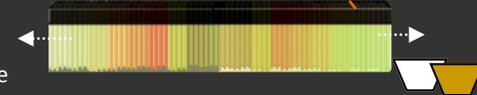
FRUIT: apple, pear, melon, plum
 VEGGIE: carrot, zucchini, green bean, beetroot
 CREAM: plain yogurt and ricotta, slightly savory
 GRANOLA: (tiny pieces) walnuts, pistachios, almonds, peanuts, goji berries, flax seeds, chia seeds, pumpkin seeds

how to eat

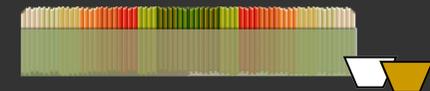
Remove the cap and extract the 2 bowls (cream and granola) from the center



Unroll the package on a plain surface and say WOW! as the rainbow appears



Unseal it by pulling off the upper part (black)



Pick up some sticks from the package using the fingers. Dip the sticks into the cream



Dip the sticks into the granola



ENJOY!



Why would people choose your solution over anything else? What's unique about it?

Because it colorful and beautiful to see... it uplifts your mood just the moment you open and unroll it! Plus, it is very tasty and the finger-food style is always attractive.

What is the benefit for the consumer that the brand could claim?

A whole rainbow of vitamins and fibers is the core of a super-healthy breakfast, which is also tasty and balanced thanks to the dairy and the granola. Unroll your rainbow breakfast, make the full of nutrients and uplift your mood!